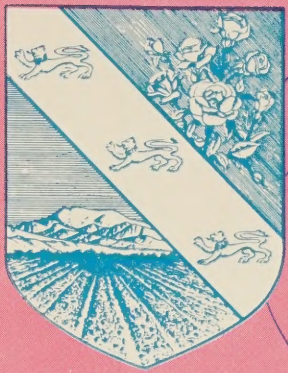


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.







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U. S. Department of Agriculture

# Lilibet



Lilibet

is a Howards  
of Hemet California

Origination

Plant Patent  
No. 1209





AN ORIGINATION OF HOWARDS OF HEMET, CALIFORNIA

This dainty new floribunda, named in honor of Her Majesty Queen Elizabeth II and chosen a 1954 All-America Rose Selections Award winner, has been given tremendous publicity since its announcement in June.

Now, with the rose selling season just ahead, Howards of Hemet will augment the mounting interest in Lilibet with full-color advertisements in leading home and garden publications. In addition, articles will be published in magazines and newspapers, special announcements will be made on radio and television garden programs.

This extensive advertising and public-

ity program promises to make Lilibet one of the big profit-makers for you this season.

We want to help you sell this outstanding rose, since we do not sell to consumers. We are strictly a wholesale grower.

In this booklet, we are offering you a window banner, full-color postcards, a selection of newspaper mats and free full-color printing plates to enable you to tie into our program and get maximum advantage of Lilibet's popularity.

We urge you to send in your order for this material now, so you'll be ready to tell your customers that they may buy Lilibet from your nursery.

HOWARDS OF HEMET

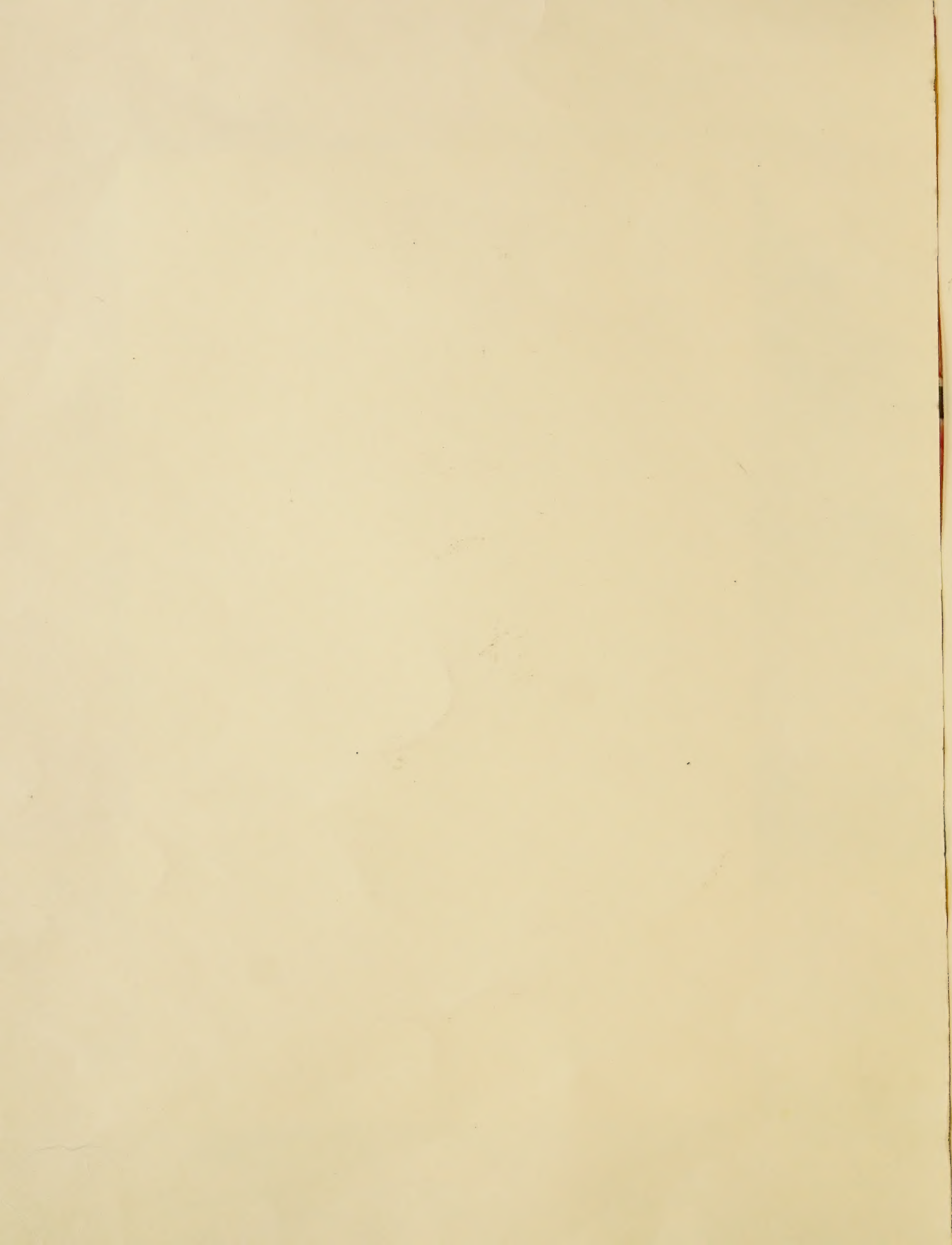
*Seasoned Rosebushes*

HEMET, CALIFORNIA











## ● Lilibet Post Cards

The moment your first shipment of Lilibet arrives you will want to notify your regular customers. This attractive full-color card is designed to help you do this easily and effectively. In addition, there is plenty of room on the back for you to print your own personal sales message.



# NEWLY CROWNED QUEEN OF FLORIBUNDAS



*Lilibet*

AN ORIGIN OF HOWARDS OF HEMET, CALIFORNIA

AARS

**NOW AVAILABLE**

**1954 ALL-AMERICA ROSE SELECTIONS WINNER**

## HOW TO ORDER THESE SALES AIDS

We are offering you these Lilibet sales promotion aid post cards at cost, and all other material free, thus enabling you to cash in on Lilibet advertising at minimum expense.

Just order the number of post cards you want and we will include the window banners and the newspaper mats you select in your sales promotion package *without charge*.

*Fill out the enclosed order form today to give us time to prepare the material and send it to you.*

## ● Lilibet Window Banner

This colorful 11" x 17" banner in your window will remind customers to ask for Lilibet.

## ● FREE four-color printing plates of Lilibet

For you who publish catalogs we are offering full-color plates in many sizes. One of these is shown here. Drop us a note and we'll send you proofs from which to make your selection.



*Your message goes in this space*

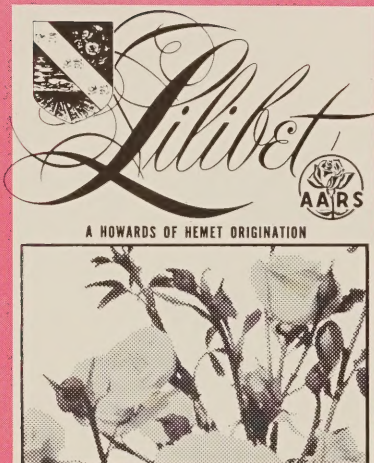
**YOUR NAME**  
**ADDRESS**



# Lilibet

## ● Newspaper mats

These attractive illustrations will help make your newspaper advertising bring maximum results. They will be sent to you in mat form ready to send to your local newspaper. Note the space allowed in each ad for you to advertise many other products. These professionally prepared ads are yours at no cost.



A Beautiful Princess becomes Queen

Lilibet has won the All-America Rose Selections Award for 1954. This dainty new floribunda is named to honor the beautiful princess who has become Queen Elizabeth II of England.

Bouquets of mildly fragrant, clear pink blossoms, compact, dark green foliage make Lilibet an ideal rose for hedges, borders, and bed plantings.

### LOOK AT THESE BUYS

_____	_____
_____	_____
_____	_____
\$0.00	\$0.00

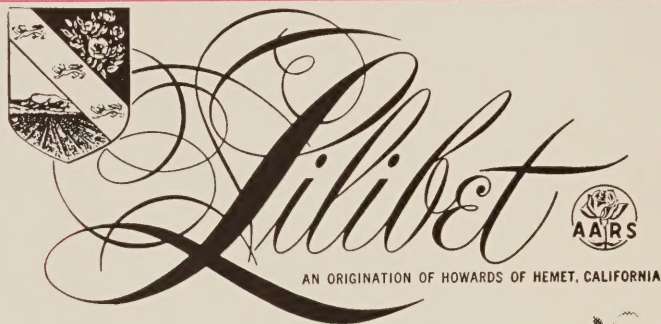
_____	_____
_____	_____
_____	_____
\$0.00	\$0.00

**YOUR NAME**  
**ADDRESS**

MAT B-1 COL. x 6"



MAT D-1 COL. x 1"



*a beautiful princess  
becomes queen*

Lilibet has won the All-America Rose Selections Award for 1954. This dainty new floribunda is named to honor the beautiful princess who has become Queen Elizabeth II of England.

Bouquets of mildly fragrant, clear pink blossoms and compact, dark green foliage make Lilibet an ideal rose for hedges, borders, and bed plantings. Be sure to reserve a display area in your garden for this newly crowned queen of floribundas.



### DONT MISS THESE SPECIALS

_____	_____
_____	_____
_____	_____
\$0.00	\$0.00

_____	_____
_____	_____
_____	_____
\$0.00	\$0.00

_____	_____
_____	_____
_____	_____
\$0.00	\$0.00

**YOUR NAME**  
**ADDRESS**

MAT C-2 COL. x 8"



# TAKE ADVANTAGE OF THESE BIG SPECIAL ADVERTISING AIDS OFFERS



Natural Color  
Post Cards  
**\$10.00**

PER THOUSAND

Tell your customers that you have Lilibet, the new 1954 All-America Rose Selections Award winner for sale with these beautiful natural color postal cards. There's plenty of room on the back of the card to print any advertising message. Only because of mass purchasing of these cards are we able to offer them to you at this very low per-thousand price.

**(Additional 1000's — \$10 per thousand)**

**NO ORDERS LESS THAN 1000 CARDS**

**"FREE"**

AT NO COST  
TO YOU



11" x 17" Natural Color Window or Wall Banners



**Your choice  
of Ad Mats**

- ☐ A 3 Col. x 10" ☐ C 2 Col. x 8"  
☐ B 1 Col. x 6" ☐ D 1 Col. x 1"

(See booklet for actual size ads)

**Also Printing Plates for your catalog**

If you print a catalog we will also furnish four-color engravings at no cost. Many sizes available... write for details, there is no obligation.

ONLY THROUGH YOUR COOPERATION IN ORDERING THIS MATERIAL AS SOON  
AS POSSIBLE ARE WE ABLE TO SUPPLY IT UNDER THE CONDITIONS OFFERED.

**ORDER TODAY!**

**Please Send Me: \_\_\_\_\_ Thousand Postal Cards at \$10.00 per 1000.**

(please do not order less than 1000 cards)

AT NO EXTRA CHARGE

- ☐ 11" x 17" full color banners  
☐ newspaper Mat A ☐ newspaper Mat C  
☐ newspaper Mat B ☐ newspaper Mat D  
☐ color plate proofs for catalog printing

**THIS OFFER CLOSSES OCTOBER 31st**

☐ Check enclosed

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**HOWARDS OF HEMET • BOX 1345 • HEMET, CALIFORNIA**





# TAKE ADVANTAGE OF THESE BIG SPECIAL ADVERTISING AIDS OFFERS

**Special Advertising Aid**

For the month of **January**, 1955, we are offering a special advertising aid to our customers. This aid is available to all customers who place an order for **100 or more** units of any of our products. The aid is in the form of a **discount** on the total order. The discount is **10%** of the total order. This aid is available to all customers who place an order for **100 or more** units of any of our products. The aid is in the form of a **discount** on the total order. The discount is **10%** of the total order.

**Special Advertising Aid**

For the month of **January**, 1955, we are offering a special advertising aid to our customers. This aid is available to all customers who place an order for **100 or more** units of any of our products. The aid is in the form of a **discount** on the total order. The discount is **10%** of the total order. This aid is available to all customers who place an order for **100 or more** units of any of our products. The aid is in the form of a **discount** on the total order. The discount is **10%** of the total order.

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# Lilibet

AN ORIGINATION OF HOWARDS OF HEMET, CALIFORNIA



*a beautiful princess  
becomes queen*

Lilibet has won the All-America Rose Selections Award for 1954. This dainty new floribunda is named to honor the beautiful princess who has become Queen Elizabeth II of England.

Bouquets of mildly fragrant, clear pink blossoms and compact, dark green foliage make Lilibet an ideal rose for hedges, borders, and bed plantings. Be sure to reserve a display area in your garden for this newly crowned queen of floribundas.

Lilibet rosebushes will be available from your nursery this winter. None are sold directly by Howards of Hemet.



## LOOK AT ALL THESE BARGAINS

_____
_____
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_____
_____ \$0.00

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_____ \$0.00

**YOUR NAME**  
**ADDRESS**





*From this high mountain  
valley come the finest  
rosebushes in the World*

HOWARDS OF HEMET • BOX 1345 • HEMET, CALIFORNIA